



FOR IMMEDIATE RELEASE:

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Select Charges Capped on ProspectPlusSM Tests!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) and [Experian](#) announce that through November 30, 2009 selects are capped at \$10/M for all test orders of ProspectPlusSM, the multi-million name file of business-to-business buyers. **100% B2B direct mail buyers, updated monthly, commissionable to the broker community.**

**Select charges capped at \$10/M on all test orders from now until November 30, 2009.
Perfect test opportunity for financial, insurance, telecom, membership and controlled circulation offers.**

Counts:

- 1 Month Hotline: 867,406
- 6 Month Buyers: 2,112,296
- 12 Month Buyers: 3,221,721
- 24 Month Universe: 6,202,468

Selects:

- Recency of Purchase
- Frequency of Purchase
- Dollars Spent
- Product Purchased
- Employee Size
- Sales Volume
- Year Business Started
- SIC Code
- Job Function/Job Title
- Gender

More than 50 business site and credit variables are available.

For additional information on ProspectPlusSM, please contact [Ed Larkin](#) at 518.280.1416.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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